

# VERMONT TOBACCO EVALUATION & REVIEW BOARD

## Minutes of the Board Meeting

October 17, 2007

Approved November 14, 2007

**Members Present:** Theodore Marcy, MD, Chair, Brian Flynn, ScD., Vice Chair, Amy Brewer, Edna Fairbanks Williams, Rep. Patsy French, Ryan Krushenick, Coleen Krauss, Gregory MacDonald, MD, Erica Peters, Commissioner Mike Hogan

**Designees Present:** Sheri Lynn for Acting Commissioner Sharon Moffatt, Kate McNeill for Commissioner Cate

**Guests:** Brian O'Regan, Deputy Commissioner, Department of Education, Eoana Sturges, Yvonne Zietlow & Sharon Mallory, Department of Health, Kelly Stoddard & David Cranmer, American Cancer Society and Catherine Suiter, Fletcher Allen Healthcare.

<b>CALL TO ORDER:</b> Dr. Marcy opened the meeting at 3:00 p.m. He welcomed Kate O'Neill, the new designee for the Commissioner of Education and members made introductions.	<ul style="list-style-type: none"><li>• <b>Welcome new DOE designee</b></li></ul>
<b>PUBLIC COMMENT:</b> No public comment but Ms. Fairbanks Williams shared that her brother was in the hospital in Rutland recently. A hospital counselor talked to him and his wife about smoking and gave them both NRT. Ms. Williams was very pleased.	<ul style="list-style-type: none"><li>• <b>No public comment</b></li></ul>
<b>REVIEW OF MINUTES:</b> The board approved the minutes of the September 19, 2007 board meeting.	<ul style="list-style-type: none"><li>• <b>Minutes approved</b></li></ul>
<p><b>REPORT FROM THE CHAIR:</b> Dr. Marcy said the board voted on the FY09 budget recommendation to the Legislature and administration. He thanked board members for input for the cover letter. Ms. Ryan developed a spreadsheet and delivered both on October 1. The Commissioner of Finance and Management sent a response and Dr. Marcy read a portion of the letter. He and Ms. Ryan will meet with Secretary LaWare and Deputy Secretary Flood in early November to review the recommendation.</p> <p>Ms. Ryan said Chris Finley, Deputy Commissioner at DOH, Sheri Lynn and she met recently with Senator Sanders and members of his staff to discuss Vermont's tobacco control program. He is particularly interested in what the state is doing to help low income Vermonters quit smoking. He is considering introducing legislation to enhance states' services and is laying the groundwork. After the meeting, he called the Quit Line and talked to a counselor and the program director. His staff will likely contact other board members and cessation experts for future meetings. Dr. Marcy noted this conversation began when Congress decided to fund SCHIP (vetoed by the President) with tobacco tax increases, which would impact low income smokers.</p>	<ul style="list-style-type: none"><li>• <b>Administration response to budget recommendation</b></li><li>• <b>Meeting with Senator Sanders</b></li></ul>
<p><b>REPORT FROM COMMUNITY &amp; PROGRAMS COMMITTEE:</b> Dr. Marcy said one of the board's tasks is to review community coalition grant applications. In preparation, the board also approves the criteria for the Request for Proposals (RFP). Ms. Krauss pointed to the draft RFP in board members' packets. Board members will receive grant applications to review at the March 12, 2008 board meeting. The</p>	<ul style="list-style-type: none"><li>• <b>Community Coalition RFP</b></li><li>• <b>VOTE on RFP criteria</b></li></ul>

goal next year is to attempt to expand current coalitions or create new ones to cover gaps in the state. Ms. Mallory highlighted the following changes to the RFP as reviewed and recommended by the committee:

- Two categories of grants will be available for FY2009, capacity building (up to \$30,000) and implementation, to try to broaden the reach of community grants. New groups can apply for capacity building and/or existing coalitions could extend their service areas.
- Expanded the eligible applicants beyond coalitions/partnerships to include other non-profit organizations (including faith-based) and municipalities. This is another attempt to widen the geographical reach.
- Implementation grantees will be asked to spend more of their time on linking adult smokers to services. Although there is no budgetary requirement to spend more funds on cessation, these grantees will be required to carry out 3 cessation objectives and only 2 each for youth prevention and secondhand smoke. Dr. MacDonald asked if there will be a way to track referrals to services. Ms. Mallory said DOH has been working with RTI to measure coalitions' effectiveness by more than simply counting activities. She hopes these objectives will be easier to measure.
- Funds cannot be used for media creation (TV/radio) or for purchasing TV/radio spots. This was allowed, with approval in past grant years but DOH feels this is not the best use of coalitions' time and resources.
- The RFP again allows for a two-year grant cycle, with level funding in year 2 for all grantees.
- General formatting is slightly different from past RFPs to align with Coordinated Healthy Activity, Motivation and Prevention Programs (CHAMPPS) & other DOH RFPs. This is an effort to streamline process to make it easier for community groups.
- In this RFP, like the renewal this year, DOH created objectives for groups for each common theme campaign. Coalitions can also write additional objectives.

Dr. MacDonald asked if a group could apply for both and Ms. Mallory said no. Dr. Flynn said there aren't many gaps and asked if there was a plan to fill these gaps. Ms. Mallory said the department will send press releases and advertise in local papers. The department will also hold RFP trainings separate from current coalition trainings in attempt to draw in new groups. Information will be distributed to CHAMPPS and Strategic Prevention Framework (SPF) grantees. She asked members to let her know of any groups that may be interested. Ms. Ryan noted that the FY09 recommendation for community coalitions

<p>includes approximately \$90,000 increase. The board will not know the total allocation until after the grants are reviewed.</p> <p>There was some discussion about CHAMPPS and the role of tobacco control program funding in the process. CHAMPPS has yet to develop a process for including tobacco control funds. It's important that each stream of funding is used for the intended purpose. The board's primary concern is to make sure groups applying for tobacco funds are held accountable. The intent of the legislation was to make it easier for communities to apply for prevention program funding. Ms. Mallory said in addition to align RFPs the department is working to coordinate timing of release and due dates.</p> <p><b>Motion:</b> To approve FY09 community coalition RFP criteria. <b>Motion Seconded. Motion carried</b> (Ms. Brewer arrived at the end of the discussion and abstained).</p>	
<p><b>REPORT FROM MEDIA &amp; PUBLIC EDUCATION COMMITTEE:</b> Dr. Flynn reminded members the board reviews and approves media messages that are created for the tobacco control program. At the last meeting, the board discussed the background of this campaign (adults 25 to 34). This is a relatively high smoking group and we can't address every age group every year. We address one subgroup of adult smokers every fall/winter. Ms. Zietlow said community coalitions and hospitals will participate in this campaign in November and the radio ads will continue into January. She pointed to the work plan and reminded members that quitting is a process, not an event and this campaign, Every Try Counts, focuses on the process. A craving to smoke lasts up to five minutes and the campaign will provide tips for getting through the craving. This campaign will focus on reaching smokers when and where they are most likely to smoke (stressful times like morning commute). Morning radio DJs will have talking points focused on tips for getting through cravings along with the statewide radio ads. The department of health will offer a contest where smokers can win a free two-week supply of NRT. Ads will be placed above gas pumps to advertise the contest. People can text message on cell phones to opt in. There will be coffee sleeves with quit tips, etc., in the convenience stores. There will be "distraction putty" like silly putty for smokers to use. Other materials will be wallet-sized tip card and coasters for bars and restaurants across the state. The department works with a company to place ads in the convenience stores statewide and DLC to send a letter and materials to bars and restaurants.</p> <p>Ms. Zietlow pointed to the testing report (results of feedback from target audience after hearing ads). Ms. Ryan followed up with concern at last month's board meeting that cell phone use triggers explosions at gas pumps. There is no evidence to date that this has ever happened.</p> <p>Ms. Zietlow played the two different ads with two different voice</p>	<ul style="list-style-type: none"> <li>• <b>25-34 Common Theme Campaign Overview</b></li> <li>• <b>VOTE on campaign</b></li> </ul>

<p>overs. One advertises the contest and the second announces 1-800-QUIT NOW for so it can be repeated after the contest is over. Dr. Flynn said the committee heard the scripts and recommended some changes and this is close to the final product (KSV will make minor adjustment to voice levels). Ms. Peters was concerned about saying a craving last five minutes. She understands that the time is variable depending upon the smoker. Ms. Zietlow said there is some research to show this and asked Ms. Suiter her opinion. She said it does vary but the point is that a craving will pass. In the interview intercepts, none of the smokers focused on this part of the message. Ms. O'Neill heard "double your chance for success" in both spots but the first time she thought it was associated with the contest, the second time with quitting. Ms. Zietlow will see if there is room for a space. Ms. O'Neill noted the length of the text message 247365. Ms. Zietlow pointed out that it was intended: 24 hours per day, 7 days per week, 365 days per year.</p> <p><b>Motion:</b> To approve 25-34 media campaign. <b>Motion seconded.</b>  <b>Motion carried.</b></p>	
<p><b>PUBLIC POLICY RECOMMENDATIONS:</b> Ms. Ryan said the board needs to discuss and vote on (in November or December) any additional policy recommendations (other than the budget already submitted) for the board's annual report due to Governor and Legislature on January 15. The board will discuss the strategic contribution fund next month. Christy Mihaly is out of town and her input is needed. Last year, the board supported the Department of Liquor Control's legislative proposal under which DLC would issue each retail tobacco license. In response, H149 was introduced last year and passed the house in March and currently sits in Senate Economic Development, Housing and General Affairs Committee. This bill also includes the minimum age of 16 to sell tobacco. The board also supported appropriate measures to bring Vermont into compliance with Act 58 with the plan to develop a recommendation to adopt legislation the second year of the 2007-2008 legislative session. On May 16, 2007, the board voted to integrate reduction of youth access to tobacco through social sources into Vermont's tobacco control and prevention efforts. At the statewide meeting held in Rutland on September 25, over 120 tobacco control stakeholders discussed social sources and brainstormed ideas for taking action at the community level. DLC, DOE and DOH are working with partners to develop a plan. The board also voted to continue Vermont's enforcement program to prevent retail sales of tobacco to minors, and develop evidence-based means of further improving retail compliance rates. Ms. Ryan said the board recommended a \$25,000 increase to the board's budget to further study this issue.</p> <p>The board also recommended giving teens access to the Quit Line without parental consent and this passed into law in May. This was announced at the statewide partner's meeting. Ms. Fairbanks Williams</p>	<ul style="list-style-type: none"> <li>• <b>Public Policy Discussion</b></li> <li>• <b>Board Term Expiration Date (VOTE)</b></li> </ul>

<p>asked about doctors. Ms. Lynn said the department is considering other ways to promote (fax referral from providers, for example). The department works with VCHIP on an asthma project but teen smoking cessation can be included. Dr. Flynn said in addition to pediatricians, teens see family medicine physicians. Ms. Lynn said we depend on the community coalitions to get the word out and they can provide them with a list of suggestions (Planned Parenthood, family practice, teen centers, etc). Ms. Zietlow will work with KSV to develop a promotional tool. School personnel, included SAPs and tobacco use prevention coordinators.</p> <p>Ms. Ryan would like to see a change in the term expiration of board members. It is currently February 1. She thinks it is challenging for the administrator and new members for members to join the board in the middle of the legislative session and just prior to grant reviews. Representative French thought it would be a simple process and she could put in a drafting request. Dr. MacDonald thought the new date should be July 1. House members must submit drafts by November 14 or 15. Since the next board meeting is November 14, Dr. Marcy asked for a motion.</p> <p><b>Motion:</b> to change board member term expiration to June 30. <b>Motion carried. Motion passed.</b> Ms. Ryan will send Rep. French the recommended change.</p> <p>Dr. Flynn said we have passed quite a comprehensive range of legislation. Ms. Lynn noted that Vermont still does not have 100% smoke free workplaces. Ms. Brewer echoed, noting that several businesses in her area have designated smoking areas. She said some smokers verbalize that having indoor smoking makes it harder for them to try to quit. This will be added to next month's discussion. Ms. Ryan will provide copies of workplace law and model legislation from other states. Dr. Flynn would like to also discuss smoking restrictions in multi-resident housing. He said it's been implemented in California and other places and although he has mixed feelings, we should have it on the table.</p> <p>Members were asked to contact Ms. Ryan for other ideas to be placed on the November 14 agenda.</p>	
<p><b>DEPARTMENT OF EDUCATION UPDATE:</b> Portions of the department's Safe and Healthy Schools have been reconfigured. She now oversees a workgroup that combines tobacco prevention (which Carol Rose managed), health and physical classroom education, and health education resource center. Ms. Rose works exclusively on Vermont Teen Leadership Program (VTLSP). Ms. O'Neill is now the board designee. She said she used to work for the American Cancer Society in school health and was involved in tobacco prevention programs so she is familiar with tobacco control. Kate Larose will continue in her role as tobacco prevention coordinator. Ms. Lynn said she would like to continue to work with Ms. Rose to coordinate peer leadership programs. Ms. Lynn also asked about the Memorandum of</p>	<ul style="list-style-type: none"> <li>• <b>Department of Education Update</b></li> </ul>

Understanding (MOU) between the departments. It was revised and needs to be signed by both commissioners. Ms. O'Neill will follow up with Ms. Larose. Ms. Ryan and Ms. O'Neill will meet to discuss committee assignments, etc.	
<p><b>DEPARTMENT OF HEALTH UPDATE:</b> Ms. Lynn noted the successes at the statewide partner meeting included favorable response of speakers and the high energy of attendees (including school, coalition, hospital and advocacy groups). The social sources discussion was graded very highly as was Dr. Hughes' presentation about how smokers make treatment choices. KSV presented results of focus groups looking at smokers who choose to quit on their own. Ms. Lynn said this information will be repeated at coalition trainings as this was presented late in the day as part of a very full agenda. The planning committee briefly discussed regional meetings in response to complaints about driving distance. However, the committee decided it is important to hold one statewide meeting per year and will alternate locations from North to South each year. There will be more time to network at next year's meeting.</p> <p>The scientific advisory panel will convene on December 4 to make recommendations to coordinate cessation services. Drs. Maclean (a primary care provider, Solomon (researcher on cessation committee) and Zvolensky (UVM researcher) will join the panel. Karen Lafayette, legislative advocate for VLIAC, Donner Warner from MA tobacco control program and an ATTUD representative (they train tobacco treatment specialists) will also participate. Ms. Lynn and Ryan will co-facilitate. Mr. Hill and Ms. Suiter will provide technical support. Ms. Ryan will send details to interested board members, including Dr. MacDonald, Ms. Williams and Dr. Marcy.</p>	<ul style="list-style-type: none"> <li>• <b>Department of Health Update</b></li> </ul>
<p><b>ADJOURN:</b> The meeting was adjourned at 4:32 p.m.</p>	
<p>Signed by:</p> <p>Rebecca L. Ryan, MEd Administrator</p>	<p>Approved by:</p> <p>Theodore Marcy, M.D., MPH Chair</p>

The next board meeting will be held November 14, 2007 from 3:00 – 5:00 p.m.